

Mutual Responsibilities of Business and Public if Realized Benefit All, U.S. Steel Head Says

(Continued from Page 1-A)
 primary responsibility of business is to furnish a good product at a reasonable price. But that is not simply a responsibility. There is no way of staying in business unless one does at least that. The definition of such responsibility is sometimes further extended to include paying an adequate wage to workers and an adequate return to the owners of the business.

Some fashion or other, we are all a part of modern business and at the same time we are all a part of the public. All of us have dual personalities. Neither personality can exist alone. We cannot exist without business, and business cannot exist without us. So if our business personality fully reveals itself to our public personality, will not the latter undertake, as a matter of course, the responsibility of making the needed adjustments?

Everyone grouches a good deal about the ignorance of the public and the way it has of jumping at conclusions. Grousing is an entertaining way of spending one's time. Would it not be better for us to do a bit of soul searching and to ask ourselves some pertinent questions? Let us ask ourselves if we, as individuals or in our representative capacities, have accepted our responsibilities as a part of the public. If the other fellow is misinformed, is that his fault? Or is it our fault? And do we always know what we are grousing about? How much of

what we say is based on fact and information and how much on flimsy gossip and rumor. The public eventually controls the distribution of the economic effort by increasing or decreasing its purchases of particular goods. There is another way in which the public exerts a control over industry. I refer, of course, to the public control of legislation and regulation affecting industry which we as a people have created through our government and which we make valid by our support.

Our principal responsibility, as the public, is to take those facts and to exercise good judgment in using them when we undertake to define through laws the relationships which we have with one another as businessmen. Moreover, it goes deeper than that, it is not alone a responsibility of the public to industry, it is a responsibility of the public to itself.

The basic responsibility rests upon ourselves. It is one which I wish to leave with you for your contemplation. I shall not undertake to give you my opinion as to whether these new concepts are wise or unwise that would only be my personal opinion which is unimportant. The important thing is that we, the public, should recognize that we have an elemental and direct responsibility to ourselves when dealing with industry. That responsibility is to act only on the facts with a full realization that American industry is not a thing apart from the American people, but our common source of livelihood. When we help American

Letters to the Editor

THANKS LOYAL FRIENDS

Editor, Torrance Herald:
 As it would not be possible to thank each one personally, I take this opportunity to thank my many loyal friends who supported me as candidate of the working people and small businessmen in the councilmanic race April 9. I ran solely on that platform and had the backing of no special interests.
 (Signed) JAMES J. O'TOOLE,
 1225 Madrid avenue.

Last Weekend in September is Factory Frolic

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 and Professional Woman's club and St. Cecilia Guild, and Mrs. A. H. Silligo and Mrs. Margaret Massey, Torrance Woman's club.
 S. C. Humer, Moose Lodge; Bobby Lewellen, Sons of Legion; Gertrude R. Ralston, Legion Auxiliary; Mrs. J. O. Bishop and Mrs. Ruth Woodcock, high school P. T. A.; Mrs. Mary Schroeder, Royal Neighbors; Mrs. J. J. Millard, Mrs. A. C. Turner and Mrs. Irene Davis, Fern Avenue P.T.A.; Mrs. Hillman E. Lee, Elementary P.T.A., and J. O. Bishop, Chamber of Commerce advertising and promotion committee.

Public Is Regulator

"All of us should recognize that business is really controlled by the public, because in the last analysis consumers determine what they will buy and the prices they will pay. We, the consuming public, determine the prices we pay and in a free economy determine them with reference to a large number of factors which include not only the present state of our pocket-book, but also our hopes or our fears for the future. Thus, prices are never absolutely high or absolutely low. Prices are relative. If the Government steps in and fixes a price, although it may seem to be regulating the seller, it is actually regulating the freedom of the buyer—the public. Goods will flow freely and fully at the fixed price only if it happens to be the price that the public would have paid anyway, if it wanted to buy.

I am not saying whether this or that regulation is, in my judgment, right or wrong. I only want to point out that what is usually called business regulation tends to be consumer regulation and since the consuming public by buying or not buying is the ultimate regulator of business, the public will in the end determine much and what kind of regulation it wants. It will eventually force the government—no matter how absolute the set-up of governmental power—to bend to its will. I need only remind you that the dictators abroad are spending vast sums in trying to keep their peoples convinced that the dictators are superhuman and infallible. If, as and when these peoples become unconvinced, the present dictators will be displaced. It may be possible to plan an economy, but it is impossible to plan a free people—and have them stay planned.

"We, the public, I am convinced, are fair, but we can act only on the information that is given to us. Therefore, if business desires a fair public judgment, it must put enough facts into the record to enable the public to form such a judgment. As has often been said, business must explain itself to the public.

All Share in Business

"I believe that one of the great responsibilities of business to the public is to show what it does with the money that is paid to it. We must accept the fact that there is a public responsibility in larger business enterprises which does not exist to the same extent in the small concern where management and ownership are vested in the same people.

"We have witnessed many gratifying social changes in the past decade. In keeping with this trend, I am convinced that management today is imbued with new and broader concepts of responsibility. It can truthfully be said that the business man of the present day is not concerned primarily and alone with obtaining the greatest volume of production for the greatest gain, but also in the economic, social and spiritual betterment which accrue to all classes and all ours. This is the spirit of the day in American industry and as each American industrialist has me to accept it as a creed to be faithfully observed.

"How about the responsibility of the public to business? In

• Help Better Your Community by Trading with the Independent Merchants of TORRANCE!

Carsonmart Torrance

1929 Carson St.

• We Feature First Quality Merchandise with 100% Money Back Guarantee at No Extra Cost!

BUTTER

Solids lb. 30c
 Colorado Gold lb. 32c
 Challenge lb. 33c
 Golden State lb. 33c
 Knudsen and Danish lb. 34c

Fresh Local Ranch
EGGS DOZ. **22c**

DEL MAR or FANCY NUT
Oleomargarine **10c** lb.

PEACHES
 2 Lge. No. 2 1/2 cans **25c**

TOMATOES
 2 Lge. No. 2 1/2 cans **25c**

CORN
 No. 2 can **9c**

TOMATO SAUCE
 4 cans **15c**

PEARS
 Large No. 2 1/2 can **18c**

KINGGAN'S — 1/4 size
DEVILED MEAT **3 FOR 9c**

WILLAPPOINT
OYSTERS 2 10 oz. **25c**
 1 16 oz. **18c**

LIBBY'S — 12 oz. can
CORN BEEF **19c**

LIBBY'S
TOMATO JUICE **7c**

HOFFMAN'S CHOCOLATE COVERED
CHERRIES lb. BOX **25c**

A-1 Bisquit FLOUR 40 oz. Pkg. **25c**

SKIPPY — 16 oz. JARS
PEANUT BUTTER **20c**

RANCHO SOUPS **4** 10 1/2 oz. cans **19c**

UNDERWOOD'S EACH
SARDINES **6c** 1/2

LUX TOILET SOAP **3 BARS** **17c**

NO MORE POTLUCK! PLAN MEALS FOR PLEASURE!

• Away with this helterskelter mealtime rush . . . eating is FUN if you take the time to prepare foods properly and use fine quality items from this list to aid you. Delectable meals are easy, and economical with CARSONMART!

CHECK THIS LIST FOR EXTRA SAVINGS!

2 1/2 gallons MILK 29c

LIPTON'S TEA
 1/4-lb. Yellow Label **21c**
 1/2-lb. Yellow Label **40c**
 1-lb. Yellow Label **79c**

RINSO Large Pkg. **19c** 1/2

SODAS or GRAHAM
CRACKERS 1-lb. Pkg. **8c**

CHURCH'S
GRAPE JUICE Pints **17c**
 Quarts **32c**

COFFEE SPECIALS
 1-lb. bag
 Chase & Sanborn **24c**
 PACKAGE COFFEE
 Hill's Blue lb. can **19c**
 M.J.B. Jr. lb. can **17c**
 VACUUM PACK COFFEE

S & W Coffee
 Hill Bros., Red Can **25c**
 Maxwell House
 FOLGER'S or M.J.B., 2-lb. can 48c
 SANKA 1-lb. can 30c
 KAFFEE HAG 1-lb. can 29c

PURITY
ICE CREAM Pints **9c**
 Quarts **15c**

UNION
Window Cleaner 6 fluid ounces **14c**
 12 fld. ounces **25c**

FRENCH'S — 6 oz. JAR
MUSTARD **7c**
 FREE HOTDAN SPOON

DIXIE FRY 2 PKGS. **21c**

Small Package
Roman MEAL **16c**

BLUE RIBBON IMITATION — 4 oz. bottle
Vanilla EXTRACT **7c**

STERO CUBES **10c**

12 oz. cans
DRANO **18c**

VI-TI
DOG CANDY **10c**

FREE AIRPLANE with Purchase of
 2 pkgs. **WHEATIES** 2 For **21c**

SOIL OFF Qts. **60c**
 1/2-gals. **\$1.00**
 gal. **\$1.75**

HERSHEY'S — 1-lb.
COCOA **14c**

HERSHEY LARGE BARS 2 For **25c**

Twang Pasteurized - Pint Jug
Wine VINEGAR **15c**

Pint cans
HIPOLITE **10c**

NORTHERN
TOWELS 2 For **17c**

FAMILY PACK
ZEE **16c**

OLD DUTCH
 One-Two Cleaning Action!
 1. Cuts grease quickly.
 2. Makes cleaning easier.
 3 Cans for **20c**

DASH
 Reg. **22c** Giant **44c**

CRISCO
 lb. can **17c** 3 lb. **48c**

IVORY SNOW Large Pkg. **21c**
 QUICK SUDS IN COOL WATER

OXYDOL
 Reg. **19c** Giant **54c**

IVORY FLAKES
 Large Pkg. **21c**

dreft Large Pkg. **23c**

IVORY BARS
 Sm. **5c** lge. **2 for 17c**

CAMAY
 3 Bars **17c**

P & G
 Small Bars **3c** Large Bars **3 for 11c**

TAWA PRODUCE No. 4

FANCY STRINGLESS — San Pedro Hills
Kentucky BEANS
6 lb.



FRESH — LONG GREEN
CUCUMBERS **5c** Ea.

TENDER TIPS
ASPARAGUS **4c** lb.

SHAFTER — WHITE ROSE
NEW SPUDS **7 lbs. 10c**

LARGE NAVEL — Riverside
ORANGES **1c** ea.

GOLDEN RIPE — No. 1 Grade
BANANAS **5c** lb.

Select MEATS
 HENRY GRUBB

LEAN BABY BEEF
SHORTRIBS **10c** lb.

GOLD COIN
Sliced BACON 1/2-lb. Pkg. **10c**

Lean Salt PORK **10c** lb.

Baby Beef Hearts **12c** 1/2 lb.

FRESH SLICED
Pork LIVER **15c** lb.

FRESH DRESSED
Hen TURKEYS **18c** lb.

OUR OWN MADE
Pork SAUSAGE **20c** lb.

FRESH DRESSED
Young HENS **23c** lb.

Baby Lamb LEGS **27c** lb.

Fresh RABBITS **27c** lb.

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 POISON IVY
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